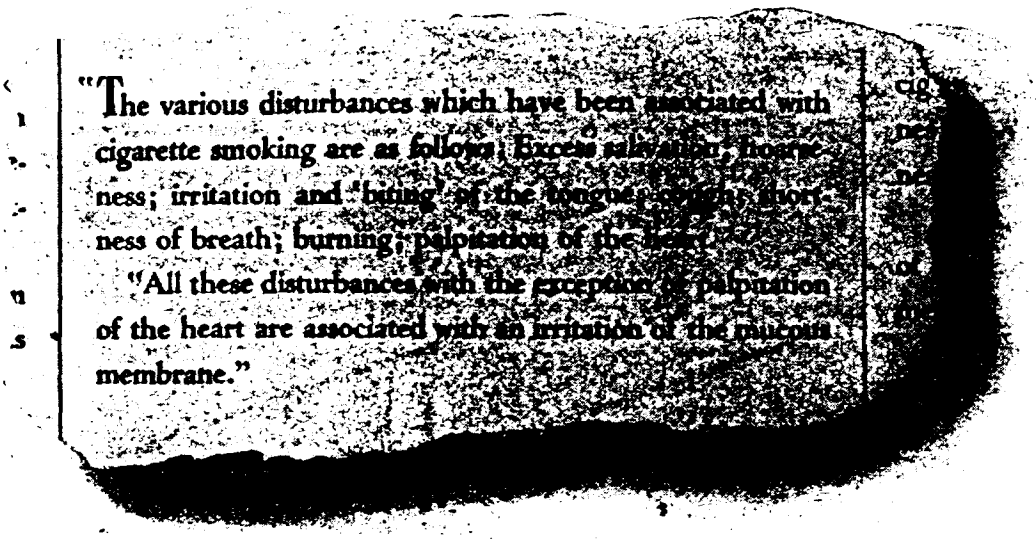

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BUT WHAT HAPPENED WHEN SMOKERS CHANGED TO PHILIP MORRIS?

Again in the same paper it is reported that...

After smoking the cigarette* for from three to four weeks the congestion had disappeared in 62.3 per cent and the throat looked normal. The other 37.7 per cent showed considerable improvement. The cough disappeared in 75.6 per cent while in 26.4 per cent no change could be detected. The tongue conditions cleared up completely in each case.

*Reprints available on request.***

*PHILIP MORRIS

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